



Fundraising Opportunities

Moderator: Kimberly King-Burns, founder/partner
CONVERGENZ/*Solutions*

Panelists: Linda Smith, associate executive director
FAME Renaissance Business Center

Kenneth M. Wyrick
Open Access Community System

Tawnya T. Falkner, president
Strategic Development Solutions

Crystal B. Shepeard, president
Innovative Project Support Marketing

In this session, several community technology-focused organizations and service providers will share insights about and specific examples of the unique set of marketing and fundraising skills needed by leaders in the not-for-profit community technology field if they are to be successful in supporting their organizational endeavors. Representatives from the education, civic, liberal arts, and information technology arena will examine the challenges of developing a new hybrid of business and nonprofit management education for innovators in the field and strategies for developing this new professional career track for young entrepreneurs and managers.

**FUNDRAISING 101:
Trends In The Not-for-Profit World**

Panelists:

Linda Smith, **FAME Renaissance Business Center**
Kenneth Wyrick, **Open Access Community System**
Tawnya Falkner, **Strategic Development Solutions**
Crystal Sheppard, **Innovative Project Support Marketing**

Moderator:

Kimberly King-Burns, **CONVERGENZ/Solutions**

Neighborhood Networks: September 2002

**Getting your community technology
center the support it needs:**

Network with other 501(c)(3)s
Work with city, regional gov't resources
Learn how to use the Internet
Maximize volunteer support
Nurture corporate alliances
Research those grants
... and finesse your on-and-offline guerrilla
promotion and marketing efforts!

Online PR & Marketing Basics:

Why Online ... Why Now?

“Internet marketing is all about
communicating a organization’s core
message and mission consistently, to
a variety of audiences.”

-- Mark Cuban, Broadcast.com

On and offline PR & Marketing Is Also ...

Strategic Positioning	Civic Collaboration
Branding	Collateral
Visibility	Competitive Analysis
Market Intelligence	Media Training

What Public Relations and Marketing Most Definitely Is NOT

- * Mindless blasting of releases, trivia into reporters' in-boxes
- * Denigrating others in the field
- * Abuse of the press release, i.e. spam
- * Advertorials

Why Do I Want Online PR & Marketing?

Traffic	Funding
Awareness	Relationships
Ease of Research	Business Support

**How Important is Public Relations
and Marketing Overall?**

**Branding and Positioning -- both
on and offline -- Are THE Two
Most Important Things That
Any Organization Can Do.**

Why Online? Why Now?

- * Niche targeting of and communication
with your specific market
- * Quicker response time to your social and
business network
- * Recognition factor improves exponentially
- * Support your team in the field

The World Online

Increasingly multilingual and multicultural;
Isn't necessarily working 9-5:00p PST.
Takes ease-of-use for granted; and
Expects to be able to research your program
any time, any where.

Tools Available Online

- Listservs
- Online polls
- Intranets
- Extranets
- Language translation software
- Opt-in e-mail campaigns

But don't expect miracles overnight!

- **Immediate coverage** and the cover of the **Los Angeles Times** unless you've got really big news;
- **Constant coverage** after a successful spree of hits; or
- **Any coverage** whatsoever of minor developments.

Example of what does NOT make the 6 o'clock news or Bloomberg wire:

FOR IMMEDIATE RELEASE

Guy With Offbeat Name Joins Brand-New Company You Never Heard Of

Munich, GER - May 3, 2000 -- ObscureMusicRUs.com today announced that former Mouseketeer Cranor Bimpelhauser has joined its ranks as junior development manager for the Celtic folk music genre.

What Now?

Be creative:

Research niche radio/print/TV;
Research target market publications;
Know your media;
Know your neighborhood;
Barter your center's professional services;
Build strategic alliances;
Keep your contact list **updated**;
Know your audience ... and of course:
Network, network, network!


CONVERGENZ /Solutions

www.convergenz.com

Just do it.
[Really.]


**The Bottom Line on Technology Centers:
They Make Economic Sense**

Tawnya Falkner
Strategic Development Solutions
President




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The Perception



A Technology Center *will*:


- Be cost prohibitive/take away from the bottom line
- Cannot secure adequate resources to support its cost
- Add too much complexity to my project and not be worth the hassle
- Be overly burdensome given the maintenance and staffing
- Not add value to my project



Strategic Development Solutions

The Financial Reality

- ♦ Cost of technology has decreased tremendously
- ♦ Funding and Donations are available
- ♦ People will Volunteer
- ♦ These Centers can enhance your bottom line
- ♦ These Centers improve your project and the community





Strategic Development Solutions

The Benefits to Owners and/or Residents

- Competitiveness in obtaining Financing/Incentives
- Attracting & Retaining tenants
- Resident Satisfaction/Pride in Complex
- New skills for tenants
- Keeps kids off the streets
- Increasing earnings/financial stability of tenants


⇒ ⇒ **Improves Your Bottom Line**




 Strategic Development Solutions

Where is the Money?


- ♦ Private Funding
- ♦ Grants
 - Foundations
 - Government
- ♦ Community/Company Donations
- ♦ Local Private Companies Donations
- ♦ Volunteers



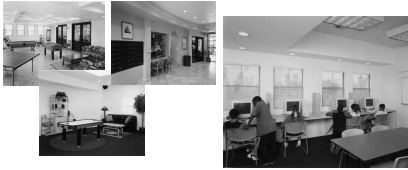
 Strategic Development Solutions

The Villaggio Development

- Describe community amenities
- Difficulties: economically challenging
- TechCenter Solution – How we financed the center



Community Facilities –Sense and Cents...



Sample for 10-15 Workstations Needs & Costs

Infrastructure		Services	
Hardware	Software	Professional Services	Telecommunications/Misc
Servers	\$5K	IT Consulting	Phone
Workstations	\$10K	Planning	Internet Access \$.5 – 1K/Mon
Printers	\$5K	Design	
3 Laser		Implementation	Misc Supplies \$.5K/Mon
1 Good Color Ink Jet			

*Easiest to get Manufacturers, Distributors,
& Resellers to donate Products etc.*

*Can get Professionals to Donate their time
May be able to Internet Providers to
donate access*

Tech Centers: Making a Better Project

- ♦ Improves your Developments:
 - Financial / Quality of tenants / Services/ Attractive
- ♦ There are Resources Available
 - Public / Private / Local

The Key to Success: Plan early, plan well, and take a strategic approach to funding and operating the center

Framing Your Message

- Saying the same thing several different ways.




Framing Your Message

- To Business and Community Partners
 - *A shared vision.*
- To Your Community
 - *This is their town, too.*
- To Public Officials
 - *It's the vote that counts.*
- To Financial Supporters
 - *The buck stops here.*



Framing Your Message
What They All Need To Hear

- A clear and consistent purpose
- Keeping it positive
- What's in it for me?



Framing Your Message



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Presenters Biographies

Tawnya T. Falkner (Los Angeles) is president of Strategic Development Solutions (SDS) where she leads the housing activities of the firm and is responsible for structuring complex transactions. She has spent more than a decade in housing policy and finance with her expertise in the area of forming strategic public and private partnerships. Prior to establishing SDS, Falkner was senior project manager for Thomas Safran & Associates (TSA), an award-winning developer of both family and senior housing, where she managed construction and rehabilitation budgets totaling more than \$140 million. Before joining TSA, Falkner worked with Thomas Hannigan, majority floor leader for the State Assembly, assisting in legislative issues and acting as a liaison between constituents and various agencies. She also spent a brief period at HUD in Washington, D.C., where she researched and assisted in writing articles on environmental injustice and the Regulatory Barrier Removal Program. Falkner's background is in environmental studies, geography, and urban planning from the University of California, Los Angeles (UCLA). Additionally, she studied architecture and lived abroad while working on the resultant effects of reunification in West Germany. She currently serves on the Steering Committee for Housing LA and volunteers for organizations such as Christmas in April and the annual Hugh O'Brien Youth Leadership Foundation seminar. Falkner also participates in the Urban Land Institute and the Westside Urban Forum. For project details see www.strategicds.com or e-mail Falkner at tf@strategicds.com.

Kimberly King-Burns (Los Angeles) is the senior and founding partner of CONVERGENZ/Solutions, with expertise spanning marketing, communications, journalism, and electronic media in the entertainment, multimedia, and technology industries. Prior to forming CONVERGENZ/Solutions in 1995, King-Burns headed up the high technology and corporate communications groups at Golin/Harris Los Angeles and Porter/Novelli Communications. The scope of King-Burns' broad background in communications includes expertise in diversity marketing, corporate and crisis counseling, issues management, marketing communications, and media relations. Areas of expertise include electronic commerce, multimedia, film, cable, and telecommunications. Prior to her work at Golin/Harris, King-Burns' broad experience included hands-on development and marketing of CD-ROM interactive entertainment, most recently as marketing manager with Time Warner Interactive Group. Her analysis and coverage of retail new media trends has been published through regular contributions to *Billboard* magazine, *SN* magazine, *Video Business* magazine, *Perfect Vision*, and *Computer Life*. King-Burns founded the CyberMaidens women's new media network, which supports arts and technology educational initiatives throughout Southern California with special emphasis on the Jordan-Locke Cluster of the Los Angeles Unified School District and the Compton School District. She serves on the advisory boards of the FAME Renaissance Business Enterprise Center, BlackStage.Net, Broadcast Girls, Fundraisers.com, and Heal The Bay, and was active in the launch of the Getty Information Institute's DigitalExperience laboratory. King-Burns promoted the development and launch of the First AME-Los Angeles FAME Renaissance Business Incubator and launched the Saban Foundation's online children's philanthropy portal, 50Ways.org. She is a community liaison with the Neighborhood Networks program in California, plays an active role with the Bahamas Financial Services Board's e-Commerce Working Group, and heads up the Eleuthera Economic Development Board in the Bahamas. King-Burns is also executive director of the not-for profit Briland Modem Fund, which currently manages four community computer centers on Harbour Island. E-mail King-Burns at kkingburns@convergenz.com.

Crystal B. Sheppard (Los Angeles) is the owner of Innovative Project Support, which specializes in project management and support. She has provided marketing services for more than 10 years. A graduate of UCLA, she specializes in audience segmentation and targeted marketing. Her industry experience includes entertainment, healthcare, and publishing. E-mail Sheppard at cbsheppard@aol.com.

Linda Smith (Los Angeles) serves as associate executive director of the Business Development Division for FAME Renaissance Business Center, a nonprofit 501(c)(3) corporation engaged in community economic development. Smith has oversight of all FAME's business development programs, including a small business loan program that provides loans of up to \$500,000, entrepreneurial training, and legal clinics. She also serves as a director for the FAME Renaissance Equity Fund and is a member of its Investment Review Committee. Before joining FAME Renaissance in December 1993, Smith was employed at the Bank of California as a vice president in private banking. She serves on the national board of Urban Financial Services Coalition, formally known as NAUB, and was past chair of its economic development committee. Smith is also active with the local chapter (L.A. Urban Bankers), where she has served as a board member and chair of community involvement. She is a graduate of California State University at Los Angeles where she earned a bachelor of science degree in business administration and finance. For project details see www.famerenaisance.org or e-mail Smith at Lindas@famechurch.org.

Katherine S. Wilson (Washington, D.C.) has more than 25 years of executive service and commitment in community and business development. Before forming FaithWORKS, she received a nationally competitive fellowship and served as a community builder for the U.S. Department of Housing and Urban Development in Orlando, Florida. While there, she initiated HUD's involvement with regional churches and presided over local faith-based collaborations. She has provided training and technical assistance to churches, faith- and community-based organizations, government, and businesses nationally and internationally. Wilson formerly served as vice president of Research and Development for WorkForce 2020, an innovative workforce initiative at the Orlando Regional Chamber of Commerce, and was responsible for finding model programs and best practices regarding welfare-to-work and workforce development. She also held senior positions in higher education and government. She previously directed the Kutztown (Pennsylvania) University Small Business Development Center and served as director of Small Business and Appalachian Development for the Pennsylvania Department of Community and Economic Development. On the national level, Wilson has administered corporate philanthropy and social investment initiatives for the American Gas Association, the American Council of Life Insurance, and the Health Insurance Association of America. Also, she was selected as a National Urban Fellow and received her fellowship at the Ford Foundation. Wilson currently serves on the Board of Directors for the National Jobs Partnership, a faith-based collaboration of churches and businesses to train, mentor, and employ the chronically underemployed and unemployed. This ministry, begun in 1996, is being replicated in more than 20 cities nationwide. She also sits on the Board of Directors for Prosperity Media, Inc., a nonprofit media arts organization providing the underrepresented and other nonprofits with access to media, education, and technology. Formerly, Wilson served on the boards of directors for the Central Florida Women's Resource Center, the Retired and Senior Volunteer Program for the Capital (Harrisburg) Region, Inc., the Harrisburg Community Theater, and the Capital (Harrisburg) Area Minority Development Coalition, as well as others. Wilson received a bachelor's degree from Bennett College, a Juris Doctor from Howard University, and a master's degree in public administration from Baruch College, City University of New York. She has also attended Harvard University's Kennedy School of Government for training in community building, and has taught at the University of Phoenix in Orlando, Florida.

Kenneth M. Wyrick (Los Angeles) works as a community technology advocate for California (including Baja) as a Cybernetic artist who supports (open source) technology through community technology centers that promote collaborating on and sharing educational resources. His community projects include CTCNet, LINCT Coalition, Boyle Heights Neighborhood Council, CENIC, Ventura County Discovery Center, ThinkQuest, Lazarus Foundation, Unity Shoppe/YouthNet, Boys & Girls Club, NetDay, Tech Corp, Melanet, Points of Light Foundation, DRUM, and Computer Using Educators (CUE). For project details see www.caltek.net and www.openacs.org or e-mail Wyrick at youth@west.net.